



Press Release

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NATIONAL ORGANIZATIONS PARTNER TO LAUNCH NATIONAL PREPAREDNESS MONTH

(Washington, DC) August 10, 2004 – The U.S. Department of Homeland Security (DHS), The America Prepared Campaign, the American Red Cross, the National Association of Broadcasters and the U.S. Department of Education have joined a coalition of more 50 national organizations to engage Americans in emergency preparedness by launching National Preparedness Month on September 9. The launch event at the United States Capitol is co-chaired by Senators Susan Collins (R-ME) and Joseph Lieberman (D-CT) and Representatives Christopher Cox (R-CA) and Jane Harman (D-CA). In addition, all 56 state and territorial governors have pledged to mark National Preparedness Month with local events.

“National Preparedness Month brings together an amazing coalition of partners to make citizen preparedness a priority for every city, every neighborhood and every home across America,” said Homeland Security Secretary Tom Ridge. “Homeland security is a shared responsibility and I am pleased that so many organizations and so many national leaders are working together to help get this information out into communities across the nation.”

National Preparedness Month will provide Americans with a variety of opportunities to learn more about ways they can prepare for an emergency, get an emergency supply kit, establish a family communications plan, and become better aware of threats that may impact communities. It will also provide them with several opportunities to volunteer or get first aid or CPR training. State and local governments, individual communities, private businesses and nonprofit organizations will host events or promote preparedness steps around the country during September to encourage all Americans to prepare for emergencies in their homes, businesses and schools.

Below is a list of the organizations participating in National Preparedness Month as of today:

- The Advertising Council
- The American Legion
- American Legion Auxiliary
- The America Prepared Campaign, Inc.
- American Red Cross

- The American Safety and Health Institute, Inc.
- Blue Cross and Blue Shield Association
- Boy Scouts of America
- Church World Service
- Citizen Corps
- The Council of State Governments
- Emergency Management Accreditation Program
- Easter Seals
- Fraternal Order of Police
- Girl Scouts of the USA
- Hispanic Business Roundtable
- Hispanic War Veterans of America
- International Association of Chiefs of Police
- International Association of Emergency Managers
- International Association of Fire Chiefs
- International Union of Operating Engineers
- Jewish War Veterans of the USA
- The Latino Coalition
- The Medical Reserve Corps
- National Association of Broadcasters
- National Association of Counties
- National Association of State EMS Directors
- National Cable and Telecommunications Association
- National Crime Prevention Council
- National Emergency Management Association
- National Fatherhood Initiative
- National Governors Association
- National League of Cities
- National Organization on Disability
- National Retail Federation
- National Safety Council
- National Sheriffs Association
- Northern Virginia Resource Center for Deaf & Hard of Hearing Persons
- Outdoor Advertising Association
- The Points of Light Foundation
- Reserve Officers Association
- The Safe America Foundation
- The Salvation Army
- Telecommunications for the Deaf, Inc.
- United Brotherhood of Carpenters and Joiners
- United Service Organization
- The United States Chamber of Commerce
- United States-Mexico Chamber of Commerce
- USA Freedom Corps

- The U.S. Conference of Mayors
- U.S. Department of Education
- U.S. National Commission on Libraries and Information Science
- Veterans of Foreign Wars of the United States
- Washington Metro Area Transit Authority
- World Vision of the United States

Details about the official launch of National Preparedness Month and local events will be distributed in late August. For further information or to join this effort please call Kristin Gossel or Lara Shane at 202-282-8010.

The Ready Campaign is a national public service advertising campaign produced by the Ad Council in partnership with the U.S. Department of Homeland Security. The Ready Campaign is designed to educate and empower American citizens to prepare for and respond to potential terrorist attacks and other emergencies. Citizens interested in receiving a "Get Ready Now" brochure may call 1-800-BE-READY or visit www.Ready.gov for more information.

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